

Note for Steen, Lauren E.

From: Elfar, Deb
Date: Tue, Oct 29, 1996 5:09 PM
Subject: RE: '97 Direct Continuity
To: Steen, Lauren E.
Cc: Negron-Velez, Ileana

Please review ideas with me first before discussing with the buyer. We will ask Arun to construct production timelines for April and October. How many items per offer? Prior to getting together, please assemble a "rough idea of budget" or unit price so we can focus our discussion. Rough quantities moved on last three continuity promotions would also be helpful. Please let me know when you have these things assembled. You are already very late for an April promotion. We should concentrate on domestically produced or close country items. deb